

ABSTRAK

Penelitian ini bertujuan untuk menguji ukuran perusahaan, struktur kepemilikan dan profitabilitas terhadap nilai perusahaan. Ukuran perusahaan diukur dengan Ln dari total aset, struktur kepemilikan diukur dengan kepemilikan manajerial, profitabilitas diukur dengan *return on equity* dan nilai perusahaan diukur dengan *price book value*.

Jenis penelitian ini adalah penelitian kuantitatif. Sampel dalam penelitian ini diperoleh dengan menggunakan metode *purposive sampling*, yaitu pemilihan sampel dengan kriteria-kriteria yang telah ditentukan. Berdasarkan metode *purposive sampling* tersebut didapatkan sebanyak 44 sampel dari 42 perusahaan manufaktur yang terdaftar di Bursa Efek Indonesia selama 2014-2017. Metode analisis yang digunakan adalah analisis regresi linier berganda dengan menggunakan program SPS versi 21.

Hasil penelitian ini menunjukkan bahwa *LNAsset* tidak berpengaruh terhadap *price book value*, kepemilikan manajerial tidak berpengaruh terhadap *price book value*, dan *return on equity* berpengaruh terhadap *price book value*.

Kata kunci: *LNAsset*, kepemilikan manajerial, *return on equity*, *price book value*



ABSTRACT

This research aimed to examine the firm size, ownership structure, and profitability on the firm value. While, the firm size was measured by LN from the total asset. For the ownership structure, it was measured by managerial ownership. Moreover, profitability was measured by Return On Equity and firm value was measured by Price Book Value.

The research was quantitative. Moreover, the data collection technique used purposive sampling. As it used purposive sampling, the sample was taken based on some criteria which the researcher had decided. Furthermore, according to its collection technique, there were 44 samples from 42 manufacturing companies which were listed on Indonesia Stock Exchange 2014-2017. In addition, the data analysis technique multiple linear regression with SPSS 21.

The research result concluded LN Asset did not affect Price Book Value. Likewise, managerial ownership did not affect Price Book Value. On the other hand, Return On Equity had affected Price Book Value.

Keywords: LN Asset, Managerial Ownership, Return On Equity, Price Book Value

